

# Critical Analysis of Selected Digital Channels with Special Reference to Sports and Physical Education Programs and Movies

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**Abstract – This research paper is aimed to analyze selected top digital channels with special reference to movies and programs related to sports and physical education. The researcher has collected the data from 125 respondents using survey method with the help of well-structured questionnaire. The researcher has used descriptive research design and non-probability convenience sampling method for the present study. The findings of this study will be useful to different digital channels in India who are broadcasting sports shows and movies.**

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## INTRODUCTION

The entertainment industry is one of the fastest growing sectors in the Indian economy. India produces more films than any other country in the world. Indian film industry is booming like never before in last decade on both domestic as well as overseas market. In more than 90 countries Indian films are broadcasted. Box office collection, satellite rights, digital rights, product placement in movies and corporate sponsors are the major revenue generation sources for Indian movies. Movies on sports also running successfully on digital channels in India.

Digital rights are related to copyright agreement of digital works between the producer and user. At present Amazon, Netflix, Zee, Voot and hotstar are the major digital channels for digital rights of Indian movies. While satellite rights are related to copyright agreement of movies between the producer and user. Indians spend more time watching films on television than going to the cinema. And now a day's people started to prefer digital channels for the same. Indians movie and shows viewers are more and more using Internet devices to access movies.

## LITERATURE REVIEW

Nigel Culkin & Keith Randle (2003), in the research paper entitled "Digital Cinema: Opportunities and Challenges" the researchers focused on transition of film industry from film to digital media. They suggested that both the media must have to go hand in hand for the growth of industry.

Nilanjana Sensarkar (2007), in the research paper entitled, "The potential impact of digital rights management on the Indian entertainment industry" the researcher has explored the impact of digital rights management in the Indian Copyright Act, 1957 with special reference to bollywood and the related music sector.

Gautam Mandal, et.al. (2017), in the research paper entitled "Netflix: An In-Depth Study of their Proactive & Adaptive Strategies to Drive Growth and Deal with Issues of Net-Neutrality & Digital Equity", the researcher has studied various problems faced by Netflix worldwide and also suggested few remedies for it.

## OBJECTIVES

1. To study the awareness and usage about selected digital channels broadcasting Indian movies and shows related to sports and physical education.
2. To study the perception about selected digital channels broadcasting Indian films and shows related to sports and physical education.

## SCOPE OF THE STUDY

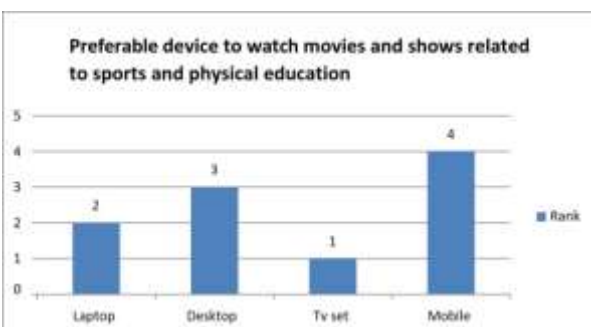
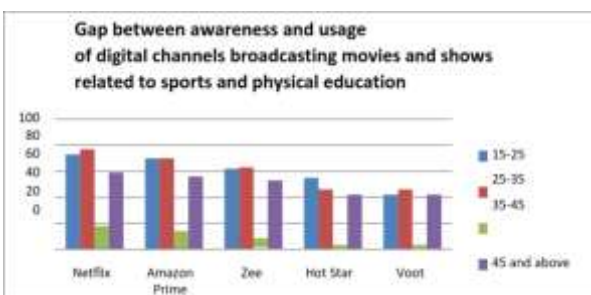
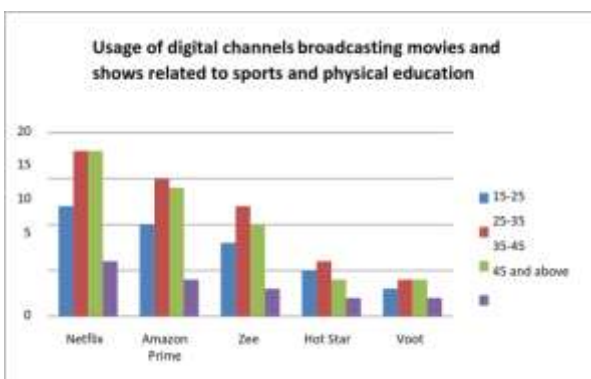
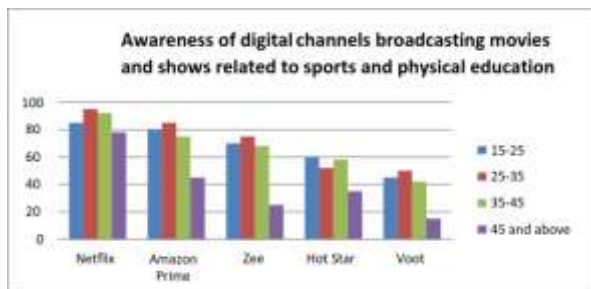
The scope of the study is limited to selected top five digital channels broadcasting Indian films. (Netflix, Amazon Prime Video, hotstar, Zee, Voot).

The Major factors identified for detailed study are awareness, usage, digital rights, broadcasting, perception etc.

## RESEARCH METHODOLOGY

Type of Research Design	Descriptive Research Design
Sampling Technique	Non Probability Convenience Sampling
Sampling Area	Pune City
Sample Size	125
Primary Data	Well-structured questionnaire
Secondary Data	Research papers, Articles, Books, Journals etc.

## TABULATION & DATA ANALYSIS



## FINDINGS

- Netflix has high awareness amongst all age groups as compared to other digital channels broadcasting movies and shows related to sports and physical education
- Awareness of digital channels broadcasting movies and shows related to sports and physical education is high in the age group of 25-35 and 35-45.
- Netflix has high usage amongst all age groups as compared to other digital channels broadcasting movies and shows related to sports and physical education
- Usage of digital channels broadcasting movies and shows related to sports and physical education is high in the age group of 25-35 and 35-45.
- Gap between awareness and usage is higher in the age group 15-25 and 25-35.
- Respondents have given first rank to Tv sets to watch movies and shows related to sports and physical education on digital channels.

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